

# Notice of Allowability

Application No.

09/609,931

Examiner

Christopher R. Buchanan

Applicant(s)

WALKER ET AL.

Art Unit

3627

## -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to RCE filed June 13, 2007.
2. ☒ The allowed claim(s) is/are 1,3-14,16-18,20-24,27-30,33,35-41,44,45 and 48-56.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All    b) ☐ Some\*    c) ☐ None    of the:
  1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

## Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

***Allowable Subject Matter***

1. Claims 1, 3-14, 16-18, 20-24, 27-30, 33, 35-41, 44, 45, and 48-56 are allowed.

2. The following is an examiner's statement of reasons for allowance:

The prior art, Brockman (US 5,826,240), teaches a method that includes receiving customer information at a processing device, identifying a query based at least in part on the customer information, prompting an attendant to present the query if a timing condition associated with a merchant is satisfied, and receiving a verbal response to the query.

The prior art lacks the teaching of identifying a query based on the customer information and the identity of the attendant and analyzing the customer's response to the query by the processing device to determine the tone (i.e., positive, negative, very negative, etc.) of the response.

The limitations lacking in the prior art, in combination with the other limitations clearly claimed for patent, are novel and unobvious.

The foreign prior art, Dejaeger (EP 0,991,003), provided by applicant, teaches a method for compiling a retail survey that includes entering items by a user for purchase into a checkout terminal, retrieving retail information included in a profile associated with the user, and communicating a survey message to the user.

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The prior art lacks the teaching of identifying a query based on the customer information and the identity of the attendant and analyzing the customer's response to the query by the processing device to determine the tone (i.e., positive, negative, very negative, etc.) of the response.

The limitations lacking in the prior art, in combination with the other limitations clearly claimed for patent, are novel and unobvious.

The non-patent literature, Barry (*Catalog Age* article), provided by applicant, teaches adding a telemarketing module to mail order management software that notes customer conversations, tracks interest levels and script used, and lets the telemarketer rate the call's success.

The prior art lacks the teaching of identifying a query based on the customer information and the identity of the attendant and analyzing the customer's response to the query by the processing device to determine the tone (i.e., positive, negative, very negative, etc.) of the response.

The limitations lacking in the prior art, in combination with the other limitations clearly claimed for patent, are novel and unobvious.

### ***Conclusion***

3. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

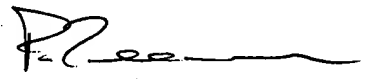
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4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Christopher R. Buchanan whose telephone number is 571-272-8134. The examiner can normally be reached on Mon.-Fri. 9:00am - 5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ryan Zeender can be reached on 571-272-6790. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

CB

 8/15/07  
F. RYAN ZEENDER  
SUPERVISORY PATENT EXAMINER

**Supplemental  
Notice of Allowability**

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09/609,931

Examiner

Christopher R. Buchanan

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| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 6. <input type="checkbox"/> Interview Summary (PTO-413),<br>Paper No./Mail Date _____. |
| 3. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08),<br>Paper No./Mail Date _____    | 7. <input checked="" type="checkbox"/> Examiner's Amendment/Comment                    |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit<br>of Biological Material | 8. <input type="checkbox"/> Examiner's Statement of Reasons for Allowance              |
|  | 9. <input type="checkbox"/> Other _____.   |

### **EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

The application has been amended as follows:

In the specification, on page 5 line 5, change the terminology "FIG. 6 is a table" to  
-----FIGS. 6A and 6B show a table-----

In the specification, on page 18 line 15, change the terminology "FIG. 6" to  
-----FIGS. 6A and 6B-----

In the specification, on page 24 line 25, change the terminology "FIG. 6" to  
-----FIGS. 6A and 6B-----

In the specification, on page 27 line 14, change the terminology "FIG. 6" to  
-----FIGS. 6A and 6B-----

In the specification, on page 28 lines 14 and 22, change the terminology "FIG. 6" to  
-----FIGS. 6A and 6B-----

### ***Conclusion***

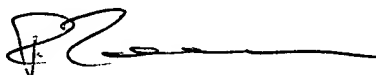
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CB

 2/22/07  
F. RYAN ZEENDER  
SUPERVISORY PATENT EXAMINER